RJ Reynolds

Tobacco Company

C.H. Norris
Retail Sales Manager
28 Beacon Hill Drive
Saratoga Springs, NY 12866
Phone: (518) 580-9294
Fax: (518) 580-9295

May 6,1998

To: The Albany Division Retail Representatives

Re: Re-Focus On Accountabilities

Many changes have occurred in the Division in the last six months streamlining work efficiencies for the Retail Representatives, establishment of a van load, elimination of draft books, increased utilization of the jobber sticker program, and the Category Advisors selling more turn key programs. I realize that these are not all inclusive but, we are progressing in the right direction.

As a result I believe we must now re-focus our efforts to address five key points.

1) Systematic Call Procedures (Rotation is critical)
2) Ensure planning schedules are followed
3) Addressing product availability and inventory levels
4) Achieving 8 calls per day goal
5) 100% monthly and quarterly coverage

If we can remain focused on these five key points we can and will make a difference to our territories, the Division, and the Company.

We will be discussing these five points in more detail in the near future.

Thank you in advance for your continued efforts.

Sincerely,

Charlie

C. H. Norris

51854 6612

Source: https://www.industrydocuments.ucsf.edu/docs/ljjn0000